

Brand guidelines

2021





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Our photography style

As our photography is predominantly taken outside it is preferable to shoot early morning or late afternoon/evening to create a more sophisticated feel. Where it's possible, crop out unnecessary clutter to give shots a focal point. The use of low angles, drone shots and movement will also add more interest.



Primary logo

COLOUR



Trusted infrastructure products

BLACK & WHITE



Trusted infrastructure products

ONE COLOUR



Trusted infrastructure products

COLOUR REVERSED



Trusted infrastructure products

ONE COLOUR REVERSED



Trusted infrastructure products

Hire logo

COLOUR



BLACK & WHITE



ONE COLOUR



COLOUR REVERSED



ONE COLOUR REVERSED



Clearspace

The clear space is derived from the x height (=1/2 depth of logo box. No type or image should ever enter into the clear space area.



Minimum size

To ensure clarity of reproduction, the minimum width that our logo can be sized is 34mm for print and 130px for online.



Extras

For when our logo is to be produced below 34mm (130px) use our small size version with the tagline removed.

SMALL SIZE LOGO



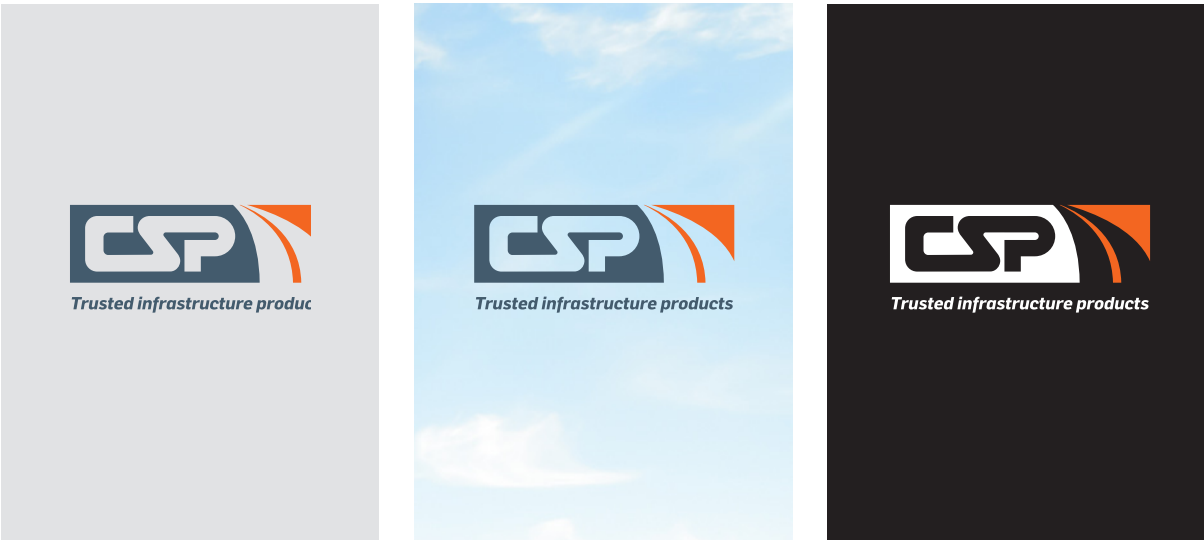
SOCIAL MEADIA ICON



Use

Our logo should only be used over clean simple backgrounds, with either no or little tint or reversed out of solid dark colours. When used over imagery ensure our logo is clearly visible at all times. Do not place our logo over imagery that is very busy or too light or too dark.

CORRECT USE



INCORRECT USE



Typography

The specified typeface show nere are for supplmentary use with the supplied brand artwork, the CSP and CSP Hire brands should never be reset or redrawn. The preferred typeface is Flama. Trebuchet can be used as an alternative in internal documents and presentations – such as word and powerpoint.

PRIMARY FONT

Flama bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

Flama bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

Flama basic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

Flama basic italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

Flama book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

Flama book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

SECONDARY FONT

Only to be useded in ernal documents and presentations – such as word and powerpoint.

Trebuchet bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

Trebuchet bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

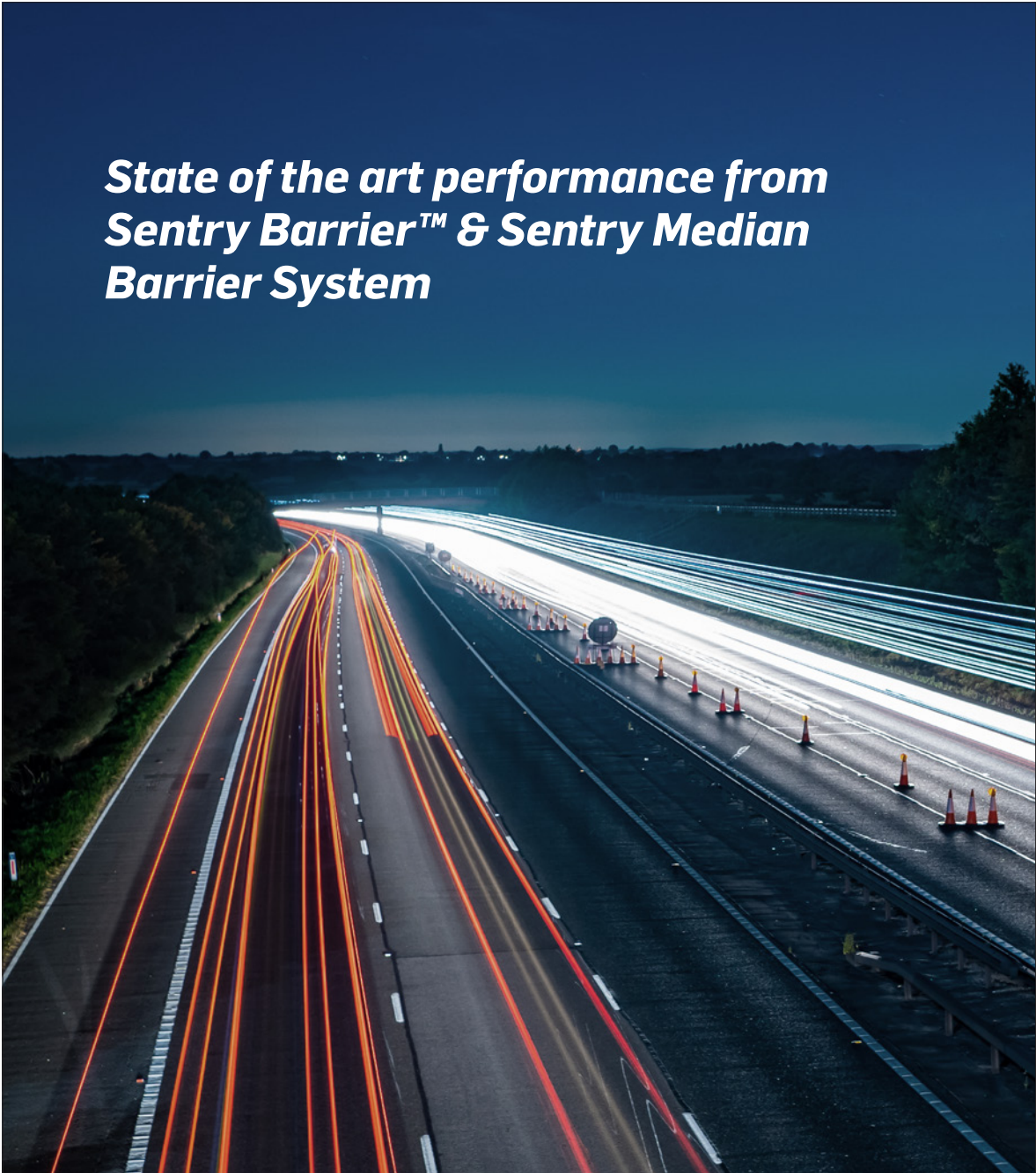
Trebuchet regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$

Trebuchet italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$


State of the art performance from Sentry Barrier™ & Sentry Median Barrier System



W-BEAM SYSTEM SUITABLE FOR CONTAINING, REDIRECTING AND SHIELDING VEHICLES FROM OPPOSING TRAFFIC

As a relatively small but agile organisation CSP has been involved in projects throughout New Zealand and the South Pacific for the last four decades which, at their heart, intend to help keep people safe — through the provision of barrier, barricades and safety cushions, along with lighting, telecoms and security poles.

csp.co.nz



Trusted infrastructure products

Our colour palette

These simple guidelines provide valuable advice on applying the CSP brand. Consistent and appropriate use of the brand helps to maintain a unified brand experience for all users. The CSP brand colours family has been specified here to ensure colour reproduction of across a spectrum of reproduction processes.

CSP GREY	CSP TANGERINE	CSP BLACK	CSP WHITE
PANTONE: 7545C	PANTONE: 166C	PANTONE: BLACK 2	CMYK: 0/0/0/0
CMYK: 55/0/ 17/51	CMYK: 0/74/100/0	CMYK: 10/10/10/100	RGB: 255/255/255
RGB: 86/99/115	RGB: 206/93/28	RGB: 0/0/0	HTML: #FFFFFF
HTML: #566373	HTML: #CE5D1C	HTML: #000000	

The highway graphic

Our highway graphic can be used as a secondary design element to compliment our logo. Use at 20% of our logo grey.



BUSINESS CARD



LETTERHEAD



EMAIL SIGNATURE



NEIL WATSON
HEAD OF CSP
+64 274 355 969 | csp.co.nz | csphire.co.nz
A member of the Fletcher Building Group

WEBSITE

